

Name: Michael West
Business Name: Big 3MCA

1. What benefits did you hope for when you decided to be part of the RSA?

Establish an Outreach Program to young people in the greater Lansing School District and Increase the employability of the high School students upon their graduation. We have been able to achieve the benefits through the CRAFT Program (Career Readiness and Fitness training), in part, through the MiRSA.

2. So far, of the benefits you expected, which have you actually seen?

Students that have participated in the Training Programs of CRAFT have learned what will be expected of them as adults in the world of work, including Work Productivity Attitudes, Financial Expectations, Finance Management, Interviewing Skills, Communication Skills and Personal Presentation to Customers. When interviewed, CRAFT students have performed better than students that did not experience the CRAFT Program, and better than they did before taking the CRAFT Program.

3. Were there benefits other than those you expected?

Yes. The Construction Industry's relationship with the local school district has improved dramatically, nearly 180 degrees. In addition, the increased numbers of diverse people, including women and minorities, into the apprentice program of NECA and IBEW have benefited the employability of electrical contractors and their employees from IBEW.

4. What results are you expecting from the RSA over the next year or two?

We expect a Continuation of the strength of the CRAFT Program. We expect to build upon the strong community ties that have now been established and that did not exist prior to the MiRSA Grant and the CRAFT Program.

5. Please tell me whether you agree or disagree with the following statements, and, especially why:

a. "MiRSAs" are much better way for government to work with business"

Yes,. More cooperative adventure. Industry empowered by state government, sets priorities

b. They make Michigan a more attractive location for business.

Yes. When businesses evaluate where to locate, re-locate or expand their facilities, they look at the quality of schools and the students coming out of them and into the workforce, eying Career Skill Level and Employability, Work

Ethic Training, Life Skills training, Safety Training – all addressing businesses' concerns with their employees

c. My participation improves the odds that my business will succeed.

Yes, with better young people coming into the workforce.

d. It has already had an impact on my bottom line.

Having a more diverse workforce, IBEW and NECA contractors are doing work not available previously.

e. The RSA has other kinds of value to my business.

f. I would encourage other employers to get involved with a MiRSA.

.Not in terms of the CRAFT program. We want these students for our ourselves. MiRSA itself has provided a good opportunity for management and labor to work cooperatively, with mutually set goals

The notes above are an accurate account of my interview regarding the Michigan Regional Skills Alliances in which I participate. I authorize the RSA and the State of Michigan to disseminate the story publicly.

☒ You may use my name and the name of my business.

☐ You may not use identifying information, only the content of the interview

Michael West, Secretary, Mid-Michigan Alliance August 29, 2006
Signature Date